

III. REMARKS

1. Claims 1-12 are rejected under 35 U.S.C. §103(a) as being unpatentable over Wynblatt.

The apparatus according to the present invention includes, interalia, a database that stores advertisement information pieces, and merchandised product genre information stored correspondingly to each of the mobile vehicles. The apparatus also includes an advertisement information sending part which sends the advertisement information to one of mobile vehicles, all as recited in claim 1.

In the embodiment of the present invention, as shown in the flowchart of FIG. 8, advertisement information data CDM is transferred to an On-vehicle terminal apparatus 6 by using the telephone number which is indicated by the advertisement information data (step S14). See the first and second full paragraphs of page 14.

In contrast, the system of Wynblatt is configured to transmit an actively broadcast URL to a mobile information terminal 26 through a short range transmitter 36, both shown in FIG. 2. In the mobile information terminal 26, a WWW renderer/browser 34 retrieves a WWW document from the Internet 44 using the received URL/title pair.

The difference between the present invention and the disclosure of Wynblatt will be further discussed below.

The Examiner cited the information database 46 of Wynblatt connected to the WWW server 42 shown in FIG. 2.

In page 3 of the Office Action, the Examiner then asserted that Wynblatt discloses storing user preferences, and cited col. 4, lines 49-58.

It is noted that the above-described paragraph of Wynblatt cited by the Examiner relates to the transfer of the URL/title pair from the URL queue unit 32 and the WWW browser 34 in the mobile information terminal 26.

Thus, it is respectfully submitted that the paragraph relied upon by the Examiner is not particularly related to the feature of the present invention. For instance, even if it is assumed that the WWW browser 34 is programmed to reflect the user's preference, it will affect the order of URL/title pairs sent to the WWW browser 34. This has nothing to do with the arrangement of information in the information data base 46 connected to the WWW server 42.

In the Office Action, the Examiner further asserted that Wynblatt discloses that the user can indicate beforehand categories of types of products or services of interest to the user about which the user wanted to receive more product information and that the priory indicated type of user interest can be sent to the user.

Col. 6, lines 7-17, of Wynblatt is cited in this connection.

This paragraph relates to the use of place holder variables in the broadcast URLs. The user of a mobile information terminal can program the terminal with his preference regarding types of accommodations, food, gasoline, etc. This information can then be sent as parameters to the Internet programs.

In page 5 of the Detailed Action, the Examiner asserted that it would have been obvious to one having ordinary skill in the art at the time the invention was made that Wynblatt's information

database can be utilized to store the priorly indicated information types of user interest.

Applicants respectfully disagree with the Examiner's position because of the following reason.

In the first full paragraph of column 5, Wynblatt discloses the use of a CGI program which takes the information from the mobile information terminal as parameters.

Applicants submit that the use of a CGI program means that the system uses an interactive process that starts after the connection to a specific web page has been established.

This is clearly different from the claimed feature that the merchandised product genre information is stored in the database correspondingly to each of the mobile vehicles.

Moreover, since the interactive process eliminates the need to previously store the information from the mobile information terminal 26 in the database 46 connected to the WWW server 42, Wynblatt teaches away from the claimed invention; see The Gillette Co. v. S.C. Johnson & Son, Inc., 16 USPQ2d 1923, 1927.

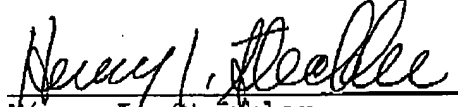
This simply indicates that the Examiner has not established a *prima facie* case of obviousness; see Ex parte Granneman, 68USPQ2d 1219, 1221.

For all of the foregoing reasons, it is respectfully submitted that all of the claims now present in the application are clearly novel and patentable over the prior art of record, and are in proper form for allowance. Accordingly, favorable reconsideration and allowance is respectfully requested. Should

any unresolved issues remain, the Examiner is invited to call Applicants' attorney at the telephone number indicated below.

The Commissioner is hereby authorized to charge payment of \$450 for a two-month extension of time and credit any over payment to Deposit Account No. 16-1350.

Respectfully submitted,

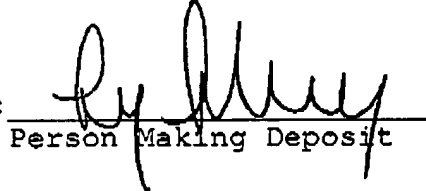

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Sept 13, 2005
Date

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